

KENTUCKY STATE UNIVERSITY



2025 HOMECOMING SPONSORSHIP GUIDE

SUPPORT THE LEGACY. CELEBRATE THE CULTURE. INVEST IN THE FUTURE

October 9-12, 2025 | Frankfort & Lexington, KY



About KSU & The KSU Alumni Association



KSU Mission Statement

Kentucky State University is a public, comprehensive, historically Black land-grant university committed to advancing the Commonwealth of Kentucky, enhancing society, and impacting individuals by providing quality teaching with a foundation in liberal studies, scholarly research, and public service to enable productive lives within the diverse global economy.

Alumni Association

The Kentucky State University National Alumni Association (KSUNAA) exists to foster a spirit of unity, preserve the rich traditions of our university, and support its continued mission and vision.

Our Vision

To be a globally recognized alumni association rooted in the HBCU legacy—financially independent and strategically engaged. We leverage our collective resources to elevate Kentucky State's land-grant mission, expand program visibility, and strengthen institutional influence through:

- Financial contributions
- Human resource support
- Recognition of performance and excellence
- Strategic visibility and advocacy

Core Objectives

- Grow alumni membership and engagement
- Increase fundraising and community partnerships
- Elevate university visibility and brand recognition
- Offer access to a powerful alumni talent network
- Create incentives that reward academic excellence, leadership, and service



KSU by the Numbers



FOUNDED: 1886



3,000 Enrollment Target (Fall 2025)

\$100 MILLION

Annual Economic Impact

(students and faculty combined)



61

DEGREE PROGRAMS

REGIONAL UNIVERSITY SOUTH RANKINGS

#7

Top Public School

#8

Best College for Veterans



AQUACULTURE DEPARTMENT

#6

AQ Dept in the Entire Nation

NURSING DEPARTMENT

TOP 5

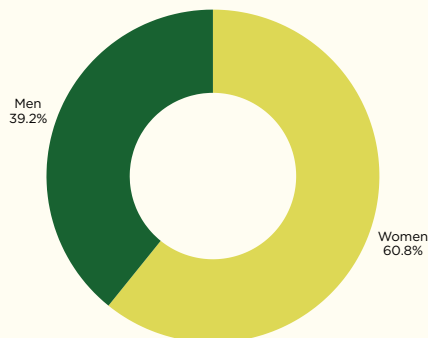
Ranked HBCU Nursing Program

MOST DIVERSE STUDENT BODY IN THE STATE

**ENTER TO
LEARN,
GO OUT
TO SERVE**

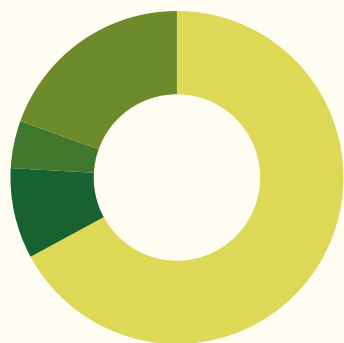


Alumni by the Numbers



GENDER BREAKDOWN

- **60.8%** Women
- **39.2%** Men



DEGREE RECIPIENTS BY RACE/ETHNICITY:

- **67.1%** Black, Non-Hispanic Individuals
- **8.8%** White, Non-Hispanic
- **4.6 %** Hispanic/Multi-racial
- **19.5%** Others/Unknown



92%

**Employed Two Years
After Graduation**



Kentucky State University stands as a testament to the enduring power of education and community. Its alumni are not just graduates; they are leaders, innovators, and dedicated contributors shaping the future. For organizations seeking to make a tangible, meaningful, and lasting impact on education, workforce development, and societal progress, KSUNAA represents an invaluable and strategic partner. We invite exploration of the profound opportunities for collaboration and investment in KSU's mission and its exceptional alumni.



HBCU Stats and Notable KSU Alumni

HBCU IMPACT

We are proud alums who support Kentucky State University because Historically Black Colleges and Universities (HBCUs) are responsible for the following:

- 75%** of all Black Ph.D.'s,
- 46%** of Black Business Executives
- 50%** of Black Engineers
- 80%** of Black Federal Judges
- 85%** of all Black Doctors
- 50%** of Black Attorneys
- 75%** of Black Military Officers
- 40%** of Black Dentists
- 50%** of Black Pharmacists
- 75%** of Black Veterinarians



Notable KSU Alumni



KSU produces graduates whose influence is felt globally. From prime ministers to civil rights icons and trailblazing journalists, to modern-day social media stars, influential mayors, and acclaimed opera singers, the achievements of notable alumni showcase the transformative power of a KSU education.



Michelle Bradley

- Acclaimed international opera singer, gracing stages worldwide with her powerful voice.



Gerald Anthony Neal

- Long-serving Kentucky State Senator, representing the 33rd district since 1989.



Darren E. Bryant

- Mayor of Robbins, Illinois, and the youngest Black mayor in Illinois history.



Patricia Russell-McCloud, Esq.

- Internationally acclaimed motivational speaker and attorney.



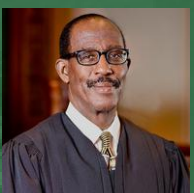
Kelvin Unique Byers

- Influential media insider and personality, shaping contemporary cultural conversations.



Yingluck Shinawatra

- 28th Prime Minister of Thailand, the nation's first female leader in over 60 years.



Tom Colbert

- First African American Justice on the Oklahoma Supreme Court.



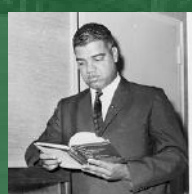
Moneta Sleet, Jr.

- Pulitzer Prize-winning photographer, renowned for documenting the Civil Rights Movement.



Alice Allison Dunnigan

- Trailblazing journalist and first African-American female White House correspondent.



Whitney Young

- Pivotal American civil rights leader and an influential architect of the War on Poverty.



Raeshanda Lias

- Renowned social media strategist, entrepreneur, and NAACP Image Award nominee, captivating millions online.



Angela Birchett

- Renowned musician & acclaimed TV, film, and Broadway actress, known for her lead roles in The Clark Sisters and Hell's Kitchen on Broadway.

Strategic Partnerships and Alumni Endowments



Strategic Partnerships

KSU is consistently building vital relationships with leading organizations, securing significant investments that further support student success and community impact.

DIAGEO

- **Diageo Scholarship Endowment - \$1,000,000**

Diageo's generous endowment supports the "Learning Skills for Life" program, providing invaluable opportunities for KSU students, particularly in the fields of hospitality and business.



- **CHI Saint Joseph's Health Partnership - \$2,500,000**

This partnership represents a significant investment in KSU's School of Nursing over five years, providing critical tuition assistance and program support to increase the number of qualified nurses in Kentucky. It exemplifies KSU's commitment to connecting its talent with real-world industry leaders.

Alumni Endowments

- The philanthropic spirit of KSU alumni is a powerful testament to the value of their education. The KSU Thorobreds Foundation sees growing contributions, and significant bequests from alumni ensure the university's mission continues for future generations.

- **+15.1% Growth in Direct Contributions (FY23):** This robust growth in direct giving indicates a strong, improving relationship with donors and highlights the increasing importance of philanthropic support.

- **\$300,000 Bequest**

From Pearl Dale, establishing the Pearl Dale and Audrey Parker Endowed Scholarship Fund.

- **\$247,500 Bequest**

From Laura Gaskins, creating the Ashby U. and Laura Grevious Gaskins Endowed Scholarship Fund.

- **\$219,398 Bequest**

From Mary Faulkner, to establish the Mary Faulkner Endowed Scholarship Fund.

Alumni Homecoming Overview



Introduction

Kentucky State University's Homecoming Week, led by the KSU National Alumni Association, is a dynamic celebration of culture, legacy, and pride. Strategically curated with a diverse lineup of events, the week offers unparalleled visibility and engagement across generations—bringing together students, alumni, corporate partners, and the broader community in a vibrant showcase of HBCU and Thoroughbred excellence.

Benefits

Homecoming presents a unique opportunity for brands to connect with a highly engaged, diverse audience of students, alumni, and community leaders. With a dynamic lineup of events, KSU offers impactful platforms to elevate brand awareness, spark meaningful engagement, and build authentic, lasting connections.

Key Events

- The football game, the parade featuring the Mighty Marching Thoroughbred band and visiting bands from across the country, and Tailgate City - which drew over 2,500+ people last year.
- Upscale parties, Banquets, Luncheons, Award Ceremonies, Vendor Fairs, and more



Sponsor Options Landing Page



PARTNERING WITH EXCELLENCE: THE ENDURING IMPACT OF KENTUCKY STATE UNIVERSITY ALUMNI

Introduction

An investment in Kentucky State University is an investment in a legacy of social mobility, diverse leadership, and global influence. This is a one-of-a-kind opportunity in this regional market and is the gateway to activating the powerful, influential, and accomplished alumni network along with our engaged undergraduate base.

CALL TO ACTION

Please review the following sponsorship options and fill out the interest form that follows to discuss next steps.



Sponsor Options (Detailed Packages)



GOLD PACKAGE - PRESENTING SPONSOR (ONLY 2 AVAILABLE)

Investment Level: \$50,000

Benefits:

- Priority Branding (Door Tag/Key Card) and Host Locations Signage.
- Extended rights to retain and renew sponsor level for 2026.
- Speaking Kickoff at BredTacular Life Member Celebration & Brunch, K-Walk, or K-Club Hall of Fame Reception.
- Cover page or Centerfold in 2025 digital souvenir booklet.
- Curate custom on-site brand activations that engage directly with students, alumni, and attendees.
- (4) Complimentary tickets to all KSUNAA events.
- (4) Complimentary tickets to the KSU homecoming football game.
- (4) Complimentary tickets to the exclusive 1886 Stable Club during the football game.
- Recurring (pre & post event) Social media recognition on all KSUNAA Facebook and Instagram channels.
- Company promotional merchandise included in swag bag.
- KSUNAA President's Private reception invitation.

GREEN PACKAGE - SIGNATURE SPONSOR

Investment Level: \$25,000

Benefits:

- Banner display opportunities at selected signature event.
- Speaking kickoff at selected signature event.
- Full page ad in 2025 digital souvenir booklet.
- (4) Complimentary tickets to all KSUNAA events.
- (4) Complimentary tickets to the KSU homecoming football game.
- (4) Complimentary tickets to the 1886 Stable Club during the football game.
- Curate custom on-site brand activations that engage directly with students, alumni, and attendees.
- Recurring (pre & post event) Social media recognition on all KSUNAA Facebook and Instagram channels.
- Company promotional merchandise included in swag bag.
- KSUNAA President's Private reception invitation.



Sponsor Options (Detailed Packages)



GENERAL PARTNER

Investment Level:
\$10,000

Benefits:

- 1/4 Page Ad in 2025 digital souvenir booklet.
- (2) Complimentary tickets to the KSU homecoming football game.
- (2) Complimentary tickets to the 1886 Stable Club during the football game.
- Recurring (pre & post event) Social media recognition on all KSUNAA Facebook and Instagram channels.
- Company promotional merchandise included in swag bag.
- KSUNAA President's Private reception invitation.

EVENT SPONSORS

Investment Level: Varies
(\$1,000+)

Benefits:

- Event exposure and visibility at a selected signature event and event flyers.
- Recurring (pre & post event) Social media recognition on all KSUNAA Facebook and Instagram channels.
- Company promotional merchandise included in swag bag.
- KSUNAA President's Private reception invitation.

Featured Event Sponsor Opportunity:

- Nightly Featured Business Alumni Cocktail Hour, 6-8pm.
- Th, Fr, & Sa Available
- \$999/night

IN-KIND DONATIONS

Description:

- A non-monetary contribution of goods or services. It's an alternative to a financial sponsorship that provides brand visibility and support for the KSU Homecoming events.

Benefits:

- **Brand Visibility:** Your company's promotional merchandise will be included in swag bags, and you'll get social media recognition on KSUNAA's channels.
- **Direct Access:** Invitation to the KSUNAA President's Private reception.
- **Event Integration:** Your contribution will be directly integrated into the events, providing exposure.

Examples:

- **Products:** Branded apparel, beverages, beauty products, or snacks.
- **Services:** Professional photography, DJ services, transportation, or event decor.
- **Promotional Support:**
 - *Media Advertising:** Radio spots, television commercials, and physical or digital ad signage space in high-traffic areas.
 - *Print & Digital Promotion:** Space in print media, physical billboards, email blasts, and social media/influencer promotion.



Unlocking Opportunity: The Power of Partnership & KSUNAA's Extensive Reach



Benefits of Partnering with KSU

- **Unrivaled Visibility:** Gain extensive exposure to KSU's diverse community and the KOI region's most concentrated targeted demographic over three days.
- **Strategic Brand Alignment:** Associate your brand with KSU's legacy, reaffirming your commitment to education and community.
- **Profound Community Impact:** Your support directly funds student scholarships, academic programs, and campus initiatives, fostering future leaders.
- **Direct Pipeline to Talent:** Access KSU's accomplished alumni and bright undergraduate talent pool, an invaluable recruitment opportunity.

Alumni Association Reach:

- **A Nationwide Network of Influence:** The KSU alumni network is not confined to Kentucky. With a robust National Alumni Association and active chapters across the country, the network's reach provides a valuable platform for regional engagement, recruitment, and brand visibility.



Kentucky

- Bowling Green
- Danville
- Frankfort
- Hopkinsville
- Lexington
- Louisville
- Paducah
- Paris
- Shelbyville/Eminence

Midwest

- Chicago, IL
- Cincinnati, OH
- Cleveland, OH
- Columbus, OH
- Dayton, OH
- Detroit, MI
- Indianapolis, IN
- Milwaukee, WI
- Saint Louis, MO
- Toledo/Bowling Green, OH

South & Northeast

South

- Atlanta, GA
- Dallas, TX
- Florida
- Houston Metro Area, TX
- Memphis, TN
- Nashville, TN

Northeast

- New York
- Washington D.C.
- New Jersey
- Connecticut

Partner with Kentucky State University National Alumni Association today and make a significant impact this Homecoming Season as we work to generate more revenue for student scholarships.

Please provide your contact information on the form here as we eagerly anticipate scheduling a call to explore how we can forge this significant partnership together.

(Provide your contact information via the link below or scan the code to get there.)



<https://bit.ly/4megUJ3>

To reach out with any time sensitive questions or to schedule a meeting directly, you may contact:

Name: Andre Walton, KSUNAA Corporate Sponsorship Committee Chair

Email: ksunaafundraisingchair@gmail.com

Phone: (347) 921-1906



Partner with KSU:
Shape the Future. Leave a Legacy.

Thank you for considering a partnership with Kentucky State University for Homecoming 2025. Your support doesn't just elevate an event; it invests in the next generation of leaders and strengthens our entire community. We eagerly anticipate the opportunity to forge a successful and impactful collaboration that amplifies your brand and leaves a lasting legacy.

Let's make history together!

